

ESTTA Tracking number: **ESTTA759684**

Filing date: **07/21/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>SHOOP COMMERCE OY</b>
Application Serial Number:	<b>86458270</b>
Application Filing Date:	<b>11/19/2014</b>
Mark:	<b>SHOOP</b>
Date of Publication	<b>06/21/2016</b>

## First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, DUNNHUMBY LIMITED, 71-75 Uxbridge Road, Aurora House, London, W55SL, UNITED KINGDOM, a private limited company, organized under the laws of United Kingdom, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 07/21/2016. DUNNHUMBY LIMITED respectfully requests that the time period within which to file an opposition be extended until 10/19/2016.

Respectfully submitted,

/William C. Wright/

07/21/2016

**William C. Wright**

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